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February 03, 2020

Managing Director
Sindh Mass Transit Authority
House # 20, 9th Street
Khayaban-e-Shamsheer
Phase-V, DHA
Karachi

Sub: Communication Specialist

Dear Sir

With reference to the position advertised, I'm enclosing my CV to consider me as potential candidate.

Currently I'm working with **Jang Group/GEO TV Network**, and managing diverse range of **communication projects** and previously I've worked with renowned development sector organizations/programs managing different development communication projects *(KfW-German Development Bank, UNICEF, DFID etc.)*.

If you see my CV, most of work I did belongs to **strategic communication, social marketing, behavior change communication, awareness-raising** and **social mobilization** using different **media tools and techniques**.

My experience and skills are quite suitable for the position; the summary is given:

- Planning, management & execution of **communication projects** including **formative research, media-monitoring, impact assessment of media interventions**.
- Hands-on **advocacy, campaigning and social communication** skills and experience
- Development of **IEC material**, audio-visual and textual content **(videos, documentaries, newsletters, briefs, reports, infographics, web-portals etc.)**
- Organizational skills for **media training workshops, stakeholder meetings, focus group discussions, press conferences, events** etc.
- Close liaison and networking with CBOs, NGOs, targeted communities and government departments
- Advance usage of computers, **social media and communication tools** including internet/e-mail communication, **information systems, knowledge networks**, e-mail list serv etc.

I'm a good team player as well as could take initiatives independently by using creativity. My language skills are excellent; I could speak English, Urdu and some regional languages. I have genuine interest in the position and project as well.

Kind regards,

Bilal Zafar

CURRICULUM VITAE

BILAL ZAFAR

A-605, Saima Trade Towers, Tower-A
I.I. Chundrigar Road, Karachi-74200, **Pakistan**
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SUMMARY

Media and Communication Specialist with 15 years' experience in media development and management including media research, campaigns and communication strategy, public relations, multimedia productions covering print, electronic and social media, able to provide executive level support to programs and organizations on communication related assignments/projects.

WORK EXPERIENCE

General Manager – Special Projects
JANG GROUP /GEO TV NETWORK — JUN' 04 – PRESENT

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URL: www.geo.tv ; www.jang.com.pk ; www.thenews.com.pk ; www.mkrf.org
JANG GROUP – Pakistan's leading media group that publishes Pakistan's leading dailies 'JANG" & 'The News International', JANG GROUP also owns Pakistan's top satellite channels GEO News, GEO Entertainment, GEO Super and AAG.

Current Responsibilities:

- Developing, managing & implementing **strategic communication programs** that include **BCC packages, documentaries, social mobilization, awareness and fund-raising campaigns** for development projects/organizations, corporations, donor agencies & governmental departments targeting different development issues ***(health, education, governance, public safety, human rights, environment, emergencies & crises)***
- Providing administrative support and coordination to production and creative teams to achieve desired objectives
- Preparing **reports, publications, infographics and communication briefs** for internal and external stakeholders and partners including **IEC material, newsletters and social media collateral**
- Preparing **concept papers** & presentations on new initiatives and partnerships for senior management, donors, government sponsors & new community partners.
- Working closely with key stakeholders that mainly includes targeted communities, partner organizations, government departments, development agencies, national & international NGOs, parallel media, newspapers etc.

Other Positions previously held at Jang Group/Geo TV Network:

- **Manager Strategic Communication**
- **Campaigns Coordinator**

Associate Manager - Planning and Marketing
DAEWOO PAKISTAN (URBAN TRANSPORT SERVICE) — OCT' 00 – APR' 04

DAEWOO Pakistan is subsidiary of DAEWOO International, South Korea

- Planning and marketing urban transport, business and trading services portfolios of Daewoo Pakistan
- Organizing promotional activities, conferences and programs on road safety, urban transport & mobility
- Preparing marketing plans, feasibility studies & business plans and proposals for other business portfolios of Daewoo in Pakistan
- Maintaining close liaison with project partners, local governments and provincial transport department
- Established Daewoo Driving School, Urban Transport Research and Resources Centre, Vehicle Fitness Centre with Govt. counterpart.

Promotions Officer
GREENSTAR SOCIAL MARKETING PAKISTAN **JAN'97 – SEP'00**
An affiliate of Population Services International, USA

- Planning & execution of social mobilization and awareness campaigns & social marketing products for HIV/AIDS (condoms, incinerators) malnutrition (fortified flour & iodized salt), family planning (contraceptives, IUCDs etc.)
- Networking with NGOs/CBOs, Green Star Health Service Providers, educational institutions etc.
- Worked in two main projects:
    - "Iodized Salt Support Facility" funded by UNICEF and
    - "Social Marketing of Hormonal Contraceptives through Green Star Clinics" funded by KfW - German Development Bank

KEY ACHIEVEMENTS

MEDIA CAMPAIGNS:

- **Abaadi mein Tawazan Lao (Balance to Population)**
  Media campaign on population related issues and its impact on social-economic life of the nation, the campaign was supported by **UNFPA** and **Population Council**
- **Zara Sochiye (Just Think)**
  National **media campaign on Education** aiming to reduce school dropouts, enhance political will and promote values and socio-economic advantages associated with education. The project was supported by **DFID/UKAid**
- **Aman ki Aasha (A Wish for Peace)**
  An international campaign to promote peace and confidence-building measures as well as normalize conflict situation between two Nuclear Nations - India and Pakistan, jointly organized by **Jang Group** and **Times of India**
- **Pukaar (Appeal)**
  A national media campaign to respond humanitarian crises of **Tsunami, Earthquake** in AK, **IDPs** of Swat & **Floods** in Northern Areas. During the hours of need, Pukaar Room also provides 24 hours updates on crises through its flagship **emergency communication program** and circulates flash appeal to mobilize human and physical resources
- **Rahnuma (Leaders)**
  Documentaries on life history and achievements of **Omer Asghar Khan** & **Dr. Eqbal Ahmed** supported by **The Asia Foundation/USAID**
- **MKRF Polio Control Cell**
  An integrated media drive to supplement polio eradication efforts through call centre & live feedback on missed children (2009)
- **Zara Sochiye – Documentaries**
  A series of documentaries reflecting facts about Hadood Ordinance (2008)
- **Pani Hey Zindagi (Water is Life)**
  Produced a social mobilization campaign and a special TV program on World Water Day at GEO highlighting importance of water in life as well as promoting healthy behaviors among people regarding responsible usage of water
- **Choti si Naiki (Random Acts of Kindness)**
  A series of short biopic documentaries to ignite philanthropic behaviors in the society on Geo

MEDIA DEVELOPMENT:

- **Centre for Development Communication**
  Established CDC, which develops appropriate media & communication tools, programs, bcc packages; designing communication strategies to deliver messages, media content etc., organizing social mobilization campaigns, seminars, conferences etc. with focus on education, health, governance and other sectors.
- **Local Government Information Network**
  Initiated LOGIN that raises awareness on local governance, urban development and civic issues by producing offline and online media content as well as organizing civic forums to initiate policy dialogue on local issues;
- **Muqaami Hakoomat (Local Government)**
  Editing Pakistan's first magazine covering local governance & development issues in Urdu language

- **Jang Development Forum**
  Conceived and started JDF - a platform to initiate debate, policy dialogue and raise awareness among key stakeholders on development related issues organizing seminars, conferences and symposiums

- **Community Media Network**
  Started CMN, advocating to legislature and regulatory bodies to recognize community media as more pluralistic, inclusive and new form of media parallel to mainstream commercial media, as well as providing trainings to local youth, community groups and nonprofits to create their own media content on local issues

KEY COMPETENCIES & SKILLS

- **Strategic Communication:** Developing & implementing advocacy, communication and social mobilization strategies and campaigns using traditional and social media
- **Research:** Formative research, media monitoring & evaluation, impact assessment of communication programs including qualitative assessment, quantitative measurement & data analysis against specified indicators and desired outcomes
- **Multimedia Productions:** Developing publications and visibility material for internal, external stakeholders; managing in-house agency and third party vendors in developing communications related material and media content **(special reports, , BCC campaigns, PSAs, documentaries, news releases, videos, infographics, newsletters, magazines etc.)**
- **Digital Media**: Development of digital media strategy, creation of digital media content for websites as well as for social media platforms – Facebook, Twitter, YouTube, Instgram etc.
- **Public Relations**: Planning and execution of PR activities with specified groups, establishing strategic partnerships and alliances with civil society, citizen groups, networks, media and government at all levels

EDUCATION

- MA (Local Government Administration), University of Karachi
- MA (International Relations), University of Karachi
- BA (Journalism, Political Science), Punjab University, Lahore

PROFESSIONAL TRAININGS

- One Year Fellowship ***Social Enterprise Management Programme***, 2003-2004, **Lahore, Pakistan**
  Lahore University of Management Sciences & **McGill University, Canada** funded by CIDA
  - *Leadership, Teambuilding & Human Resources Management*
  - *Strategic Issues in Social Sector*
  - *Project Planning & Operations Management*
  - *Financial Management & Budgeting*
  - *Marketing, Fundraising & Advocacy*
- ***'Leadership Skills Development for Social Sector Management'*** by SEDC-LUMS & The Lucile & Packard Foundation, June 28-30, 2011, Rausing Executive Development Centre, LUMS, **Lahore, Pakistan**
- ***'Challenges to Delivering Humanitarian Assistance'*** by UN OCHA-Middle East Region, April 3, 2010, Dubai International Convention Centre, **Dubai, UAE**
- ***'Millennium Development Goals'*** by MKRF & UN RC July 7, 2006, **Islamabad, Pakistan**
- ***'Media & Governance Workshop'*** organized by NRB and CIDA's Communication for Effective Social Services Delivery (CESSD) Project, May 7, 2005, **Islamabad, Pakistan**
- ***'Gender Responsive Budgeting Initiative'*** Organized by UNDP, GOP, SDC, September 3, 2005, **Lahore**
- ***'Reproductive Health Services Promotion'*** by Marie Stopes International and GreenStar August 2000, **Karachi, Pakistan**
- ***'Social Marketing Techniques for Malnutrition and Family Planning'*** by Population Services International, US & Social Marketing Pakistan, February 1997, **Karachi, Pakistan**

MEMBERSHIPS / AFFILIATIONS

- Europe Community Media Forum, Belgium
- World Association of Community Broadcasters, AMARC Asia Pacific, Nepal
- Society for International Development (SID), Rome, Italy
- LUMS-SEDC Alumni Association, Pakistan

OFFICE SKILLS

- Operating all kind of office equipment copying machines, fax & electronic calculators
- Proficient in use of **Word, Excel, PowerPoint** & **Outlook** especially in creation of reports, spreadsheets & graphs
- Skillful in use of web tools, databases & social media tools-**Twitter, Facebook, Instagram** etc.
- Write & speak **English, Urdu** and some regional languages

PERSONAL

National Identity:	42000-2212211-7
Date of Birth:	February 14, 1971
Marital Status:	Married
Nationality:	Pakistani
Current Residence:	Karachi, Pakistan

REFERENCES

- Mir Shakil ur Rahman, Group Chief Executive, Jang Group / Geo TV Network
- Prof. Dr. Muhammad Ahmed Qadri, Dean, Faculty of Social Sciences, University of Karachi